CLAIMS

What is claimed is:

1   1.   A method comprising:

2   receiving a product attribute and a product cost corresponding to a product from a vendor

3   via a communications network;

4   determining a sale price for said product utilizing said product cost;

5   determining a competitive price for said product utilizing said product attribute;

6   comparing said sale price to said competitive price; and

7   automatically displaying said product for sale on a website at said sale price in response

8   to said comparison.

1   2.   The method as set forth in claim 1, wherein determining a sale price for said product

2   utilizing said product cost comprises applying a sale price modification factor to said product

3   cost, wherein said sale price modification factor is selected based upon said product cost.

1   3.   The method as set forth in claim 1, wherein said product comprises a gemstone and

2   determining a competitive price for said product utilizing said product attribute comprises:

3   defining a cut grade for said gemstone in response to receiving said product attribute; and

4   determining a competitive price for said gemstone utilizing said cut grade.

1   4.   The method as set forth in claim 3, wherein:

2   receiving said product attribute and said product cost corresponding to said product

3   further comprises receiving a cut characteristic and a first plurality of product attributes

4   including a shape, a color grading, a clarity grading, and a weight,

5   defining a cut grade for said gemstone in response to receiving said product attribute

6   comprises defining a cut grade for said gemstone utilizing said cut characteristic, and

7   determining a competitive price for said product utilizing said product attribute further

8   comprises:

9   determining a first price for said gemstone utilizing said first plurality of product

10   attributes; and

11   determining a second price for said gemstone utilizing said first price and said cut

12   grade.

1   5.   The method as set forth in claim 4, wherein receiving a cut characteristic and a first

2   plurality of product attributes including a shape, a color grading, a clarity grading, and a weight

3   comprises receiving a cut characteristic selected from the group consisting of: a shape, a depth

4   percentage, a pavilion depth, a table percentage, a table size, a crown percentage, a crown angle,

5   a pavilion angle, a culet size, a girdle thickness, a faceting style, and a length-to-width ratio.

1   6.   The method as set forth in claim 4, wherein:

2   receiving said product attribute and said product cost corresponding to said product

3   further comprises receiving a second plurality of product attributes including a polish grading, a

4   symmetry grading, a fluorescence grading, and a lab certification identifier, and

5   determining a competitive price for said product utilizing said product attribute further

6   comprises determining a competitive price for said gemstone utilizing said second price and said

7   second plurality of product attributes.

1   7.   The method as set forth in claim 6, wherein determining a competitive price for said

2   gemstone utilizing said second price and said second plurality of product attributes comprises:

3   defining a competitive price modification factor for one of said second plurality of

4   product attributes utilizing said first plurality of product attributes; and

5   determining a competitive price for said gemstone utilizing said second price and said

6   competitive price modification factor.

1   8.   The method as set forth in claim 4, wherein said gemstone comprises a fancy cut

2   diamond, said cut characteristic comprises a length-to-width ratio, and defining a cut grade for

3   said gemstone utilizing said cut characteristic comprises defining a cut grade for said gemstone

4   utilizing said length-to-width ratio.

1   9.   The method as set forth in claim 1, wherein:

2   comparing said sale price to said competitive price comprises:

3   defining a range of price values utilizing said competitive price; and

4   determining whether said sale price is within said range of price values;

5   and further wherein automatically displaying said product for sale on a website at said

6   sale price in response to said comparison comprises displaying said product for sale on said

7   website in response to a determination that said sale price is within said range of price values.

1   10.   The method as set forth in claim 1, wherein:

2   comparing said sale price to said competitive price comprises:

3   calculating a difference between said competitive price and said sale price;

4   and further wherein automatically displaying said product for sale on a website at said

5   sale price in response to said comparison comprises:

6   comparing said difference between said competitive price and said sale price to a

7   predefined threshold; and

8   displaying said product for sale on said website in response to a determination

9   that said difference is less than or equal to said predefined threshold.

1   11.   The method as set forth in claim 1, wherein:

2   comparing said sale price to said competitive price comprises:

3   calculating a ratio of said sale price to said competitive price;

4   and further wherein automatically displaying said product for sale on a website at said

5   sale price in response to said comparison comprises:

6   comparing said ratio of said sale price to said competitive price to a predefined

7   threshold; and

8   displaying said product for sale on said website in response to a determination

9   that said difference is less than or equal to said predefined threshold.

1   12.   A machine-readable medium having a plurality of machine-executable instructions

2   embodied therein which when executed by a machine, cause said machine to perform a method

3   comprising:

4   receiving a product attribute and a product cost corresponding to a product from a vendor

5 via a communications network;

6   determining a sale price for said product utilizing said product cost;

7   determining a competitive price for said product utilizing said product attribute;

8   comparing said sale price to said competitive price; and

9   automatically displaying said product for sale on a website at said sale price in response

10 to said comparison.

1 13. The machine-readable medium as set forth in claim 12, wherein determining a sale price

2 for said product utilizing said product cost comprises applying a sale price modification factor to

3 said product cost, wherein said sale price modification factor is selected based upon said product

4 cost.

1 14. The machine-readable medium as set forth in claim 12, wherein said product comprises a

2 gemstone and determining a competitive price for said product utilizing said product attribute

3 comprises:

4   defining a cut grade for said gemstone in response to receiving said product attribute; and

5   determining a competitive price for said gemstone utilizing said cut grade.

1 15. The machine-readable medium as set forth in claim 14, wherein:

2   receiving said product attribute and said product cost corresponding to said product

3 further comprises receiving a cut characteristic and a first plurality of product attributes

4 including a shape, a color grading, a clarity grading, and a weight,

5   defining a cut grade for said gemstone in response to receiving said product attribute

6   comprises defining a cut grade for said gemstone utilizing said cut characteristic, and

7   determining a competitive price for said product utilizing said product attribute further

8   comprises:

9   determining a first price for said gemstone utilizing said first plurality of product

10   attributes; and

11   determining a second price for said gemstone utilizing said first price and said cut

12   grade.

1   16.   The machine-readable medium as set forth in claim 15, wherein receiving a cut

2   characteristic and a first plurality of product attributes including a shape, a color grading, a

3   clarity grading, and a weight comprises receiving a cut characteristic selected from the group

4   consisting of: a shape, a depth percentage, a pavilion depth, a table percentage, a table size, a

5   crown percentage, a crown angle, a pavilion angle, a culet size, a girdle thickness, a faceting

6   style, and a length-to-width ratio.

1   17.   The machine-readable medium as set forth in claim 15, wherein:

2   receiving said product attribute and said product cost corresponding to said product

3   further comprises receiving a second plurality of product attributes including a polish grading, a

4   symmetry grading, a fluorescence grading, and a lab certification identifier, and

5   determining a competitive price for said product utilizing said product attribute further

6   comprises determining a competitive price for said gemstone utilizing said second price and said

7   second plurality of product attributes.

1   18.   The machine-readable medium as set forth in claim 17, wherein determining a

2   competitive price for said gemstone utilizing said second price and said second plurality of

3   product attributes comprises:

4   defining a competitive price modification factor for one of said second plurality of

5   product attributes utilizing said first plurality of product attributes; and

6   determining a competitive price for said gemstone utilizing said second price and said

7   competitive price modification factor.

1   19.   The machine-readable medium as set forth in claim 15, wherein said gemstone comprises

2   a fancy cut diamond, said cut characteristic comprises a length-to-width ratio, and defining a cut

3   grade for said gemstone utilizing said cut characteristic comprises defining a cut grade for said

4   gemstone utilizing said length-to-width ratio.

1   20.   The machine-readable medium as set forth in claim 12, wherein:

2   comparing said sale price to said competitive price comprises:

3   defining a range of price values utilizing said competitive price; and

4   determining whether said sale price is within said range of price values;

5   and further wherein automatically displaying said product for sale on a website at said

6   sale price in response to said comparison comprises displaying said product for sale on said

7   website in response to a determination that said sale price is within said range of price values.

1   21.   The machine-readable medium as set forth in claim 12, wherein:

2   comparing said sale price to said competitive price comprises:

3   calculating a difference between said competitive price and said sale price;

4   and further wherein automatically displaying said product for sale on a website at said

5   sale price in response to said comparison comprises:

6   comparing said difference between said competitive price and said sale price to a

7   predefined threshold; and

8   displaying said product for sale on said website in response to a determination

9   that said difference is less than or equal to said predefined threshold.

1   22.   The machine-readable medium as set forth in claim 12, wherein:

2   comparing said sale price to said competitive price comprises:

3   calculating a ratio of said sale price to said competitive price;

4   and further wherein automatically displaying said product for sale on a website at said

5   sale price in response to said comparison comprises:

6   comparing said ratio of said sale price to said competitive price to a predefined

7   threshold; and

8   displaying said product for sale on said website in response to a determination

9   that said difference is less than or equal to said predefined threshold.

1   23.   A data processing system comprising:

2   a storage device to receive a product attribute and a product cost corresponding to a

3   product from a vendor via a communications network;

4   a processor to determine a sale price for said product utilizing said product cost

5   and a competitive price for said product utilizing said product attribute and to compare said sale

6   price to said competitive price; and

7   a display device to automatically display said product for sale on a website at said sale

8 price in response to said comparison.

1 24.   The data processing system as set forth in claim 23, wherein said product comprises a

2 gemstone and said processor to determine a competitive price for said product utilizing said

3 product attribute comprises a processor to define a cut grade for said gemstone utilizing said

4 product attribute, and to determine a competitive price for said product utilizing said cut grade.

1 25.   The data processing system as set forth in claim 24, wherein:

2   said storage device to receive a product attribute and a product cost corresponding to a

3 product from a vendor via a communications network comprises a storage device to receive a cut

4 characteristic and a first plurality of product attributes including a shape, a color grading, a

5 clarity grading, and a weight;

6   said processor to define a cut grade for said gemstone utilizing said product attribute

7 comprises a processor to define a cut grade for said gemstone utilizing said cut characteristic;

8 and

9   said processor to determine a competitive price for said product utilizing said product

10 attribute further comprises a processor to determine a first price for said gemstone utilizing said

11 first plurality of product attributes and to determine a second price for said gemstone utilizing

12 said first price and said cut grade.

1 26.   The data processing system as set forth in claim 25, wherein said gemstone comprises a

2 fancy cut diamond, said cut characteristic comprises a length-to-width ratio, and said processor

3   to define a cut grade for said gemstone utilizing said cut characteristic comprises a processor to

4   define a cut grade for said gemstone utilizing said length-to-width ratio.